Sweden legally commits to reaching net-zero emissions by 2045.

Did you know?
Truth and Reconciliation Commission of Canada: Calls to Action include:

Business and Reconciliation
We call upon the corporate sector in Canada to adopt the United Nations Declaration on the Rights of Indigenous Peoples as a reconciliation framework and to apply its principles, norms, and standards to corporate policy and core operational activities involving Indigenous peoples and their lands and resources. This would include, but not be limited to, the following:
i. Commit to meaningful consultation, building respectful relationships, and obtaining the free, prior, and informed consent of Indigenous peoples before proceeding with economic development projects.

ii. Ensure that Aboriginal peoples have equitable access to jobs, training, and education opportunities in the corporate sector, and that Aboriginal communities gain long-term sustainable benefits from economic development projects.

iii. Provide education for management and staff on the history of Aboriginal peoples, including the history and legacy of residential schools, the United Nations Declaration on the Rights of Indigenous Peoples, Treaties and Aboriginal rights, Indigenous law, and Aboriginal–Crown relations. This will require skills based training in intercultural competency, conflict resolution, human rights, and anti-racism.

Unilever, UN Women Set Out to Slay Gender Stereotypes with Progressive Advertising Alliance
“According to Unilever’s Chief Marketing and Communications Officer Keith Weed, shifting away from stereotypes is more than a mere case of morality — progressive ads are not only more effective, but also deliver better branded impact. “Forty percent of women surveyed revealed that they did not relate at all to women they see in most advertisements.

“On the other hand, campaigns such as Dove’s #MyBeautyMySay, which features stories from real women who stand up for their own beauty and Axe’s #IsItOkForGuys, which drew on research findings that revealed 72 percent of men have been told how they should behave and shows real questions that were searched on Google by men, have been well-received by Unilever’s diverse consumer base.”

Other participants in the Unstereotype Alliance are AT&T, Alibaba, Facebook, Google, Johnson & Johnson, Mars, Mattel, Microsoft, P&G, Twitter and the World Federation of Advertisers (WFA). After the inaugural meeting in Cannes on June 22, 2017, the WFA reported “Nearly 25 industry leaders came together and affirmed their commitment to a global and universal agenda to tackle unhelpful and harmful gender stereotypes in advertising. Participants agreed to develop a roadmap and tools to set standards for content creation and achieve progressive gender portrayals. They further decided to define gender diversity goals for the workforce, in particular in senior and creative positions; and measure change annually, including third-party measurement, for transparency and accountability, with a view for substantive impact by 2020.”